



Office of the Mayor

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July 6, 2016

To: Madison Food Policy Council

From: Mark Woulf, Food and Alcohol Policy Director

Re: Willy Street Co-op Application to Healthy Retail Access Program (HRAP)

The Willy Street Co-op submitted an application to HRAP on June 9, 2016, after consultation and discussion with City staff. The submitted application requested a total of \$72,130 for several items related to the opening of a new Willy Street Co-op location on the City's Northside.

The Healthy Retail Work Group met on June 22 to consider the initial application for funding. Brendon Smith from the Willy Street Co-op represented the organization at the meeting. It was a productive discussion, but the work group requested additional information in a number of areas (Woulf memo dated 6/24/16). Willy Street Co-op provided the requested information by the deadline of July 1.

The work group met again on July 5 to consider the application with the additional information and make a recommendation on funding. Kirsten Moore was present from the Willy Street Co-op representing the company. Most items were covered in the response from Willy Street in the additional information provided to the satisfaction of the work group. The work group did have concerns over the request for City funds for the "Surcharge Removal" as the revenue loss was for all three Willy Street locations. The work group asked if Willy Street Co-op was willing to revise the request to only projected revenue loss from the Northside store.

After additional discussion, Willy Street Co-op agreed to replace the request for funding for the "Surcharge Removal" of \$31,800 with a request for funding the projected revenue loss from operating the "Access Discount" program at the North location. The request was revised to \$28,000, an overall reduction of \$3,800 for a total request of \$68,330.

August 2, 2016

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The work group unanimously recommended funding of the proposal according to the following project budget:

	2016	2017	2018
Willy Street Co-op North	\$62,330	\$3,000	\$3,000
Salad Bar Install	\$5,350		
Bulk Bins	\$14,537.50		
Additional Shopping Carts	\$6,642.50		
WIC Vendor Contingency on Reimbursements	\$4,800	\$3,000	\$3,000
Access discount for non-members	\$28,000		
<i>Project total: \$68,330</i>			

If the Food Policy Council approves this request, staff will immediately develop a contract with Willy Street Co-op that defines payment schedule and data collection.